

## Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is

**Richard Manthey,**  
Pharmacy Choice  
National  
Development and  
Operations  
Manager.



## Success in 2012

There is little doubt the year ahead will bring a raft of major changes for Australian pharmacies.

With the April 1 PBS reforms fast approaching, it's never been more important for pharmacists to invest time towards improving the efficiency of their business.

It will be the pharmacies that utilise all available resources most effectively which will maximise the opportunity and prove to be the most successful in the long-term.

Breaking things down and focusing on specific areas of your pharmacy is a simple yet powerful way to make positive changes across your business.

Creating and following a step-by-step plan allows you to drill down into key business elements such as buying, category management, marketing, training and operations.

At the core of the Pharmacy Choice® program is a 5-Step Plan which is helping more than 700 pharmacists across Australia improve in each of these critical areas and increase their overall store growth.

We have found that stores which engage in the 5-Step Plan consistently achieve growth greater than the market average, with many experiencing double digit growth – excellent results in a tough market.

*Pharmacy Choice® is an integrated retail support program for the independent pharmacy market. For more information call 1800 036 367 or visit [www.pharmacychoice.com.au](http://www.pharmacychoice.com.au)*

## Energy drink abuse alert

**ENERGY** drinks such as Red Bull, V and Mother pose a significant public health risk and should have more regulation and compulsory warning labels, according to a report in this month's *Medical Journal of Australia*.

Authors include pharmacist Jared Brown, who's a Senior Poisons Specialist at the NSW Poisons Information Centre (NSWPIC), along with Naren Gunja, Clinical Senior Lecturer in Emergency Medicine at Sydney University.

They analysed calls made to the NSWPIC over the last seven years, and found that the increasing availability of the energy drinks had coincided with a significant rise in caffeine overdoses.

In 2004 callers to the centre in relation to energy drinks numbered just 12, with this figure soaring more than fivefold over the next few years to 65 in 2010.

At least 128 of the patients required hospitalisation and there

was a significant number of adolescent users reporting problems, with a median age for recreational users of 17 years.

Some patients reported co-ingestion with other substances such as alcohol or illicit drugs.

"Increasingly, toxicity from caffeine overdose is being reported to hospitals and poisons centres," the authors wrote, adding that "increasing the community's awareness of the hazards from energy drinks is of paramount importance".

## NAPSA conference

**YOUNG** pharmacists from across Australia have this week converged on Charles Sturt University in Wagga for the National Australia Pharmacy Students Association annual conference.

There are about 200 delegates attending the event, which is the first time the NAPSA Congress has been held outside of a major metropolitan area.

## Beers criteria update

**THIS** week's edition of the Repatriation General Hospital Pharmacy E-Bulletin provides an update on the Beers criteria which aims to identify potentially inappropriate medication use in elderly populations.

First published in 1991 and updated in 2003, the American Geriatrics Society released new draft Beers criteria for public comment in Nov last year.

The bulletin can be viewed by clicking [HERE](#).

## Online Seminar

Retail isn't  
broken  
stores are!

\*HBR

CLICK HERE

Pharmacy  
Choice®

With 700 members we are Australia's largest independent retail pharmacy program

## \$20.6m for Telehealth

**HEALTH** minister Tanya Plibersek yesterday announced draft guidelines for the Telehealth Pilot Program, which will open for applications in Feb or Mar this year.

The National Broadband Network will provide the communications backbone for the scheme which will provide eligible participants in "NBN early rollout areas" a range of services such as having health indicators monitored remotely, or receiving medical consultations and healthy living support in the home.

"Expanding telehealth services to older Australians still living in their own homes will help health professionals identify potential health problems earlier, reduce the need for older Australians to travel to receive treatment and increase access to healthcare services and specialists," she said.

Plibersek said that about 1200 clinicians had undertaken more than 7000 telehealth consultations to rural and remote areas over the last six months, since the govt introduced Medicare rebates for online health services.

Webstercare®

Bring in the New Year with a new career at Webstercare!

Exciting career opportunities are now available at Webstercare, Australia's leader in Medication Management Solutions.

Webstercare are establishing a new team of three customer support personnel to assist pharmacy customers in our newest IT innovation, MedsPro VPC.

Click for more info on [MedsPro VPC](#)

Our candidates have strong customer service values, enjoy working with IT systems and are ready for a challenge.

A background in pharmacy and Webster-packing experience a must.

Willingness to travel, current drivers licence and access to own vehicle essential.

To apply, simply email a cover letter and resume to [recruitment@webstercare.com.au](mailto:recruitment@webstercare.com.au)

or call (02) 9563 4900 for further information.



Discover the formula for making the most profitable PBS reform decisions.

Book Now on 03 9860 3300 or email [marketing@pharmacyalliance.net](mailto:marketing@pharmacyalliance.net)  
Briefing held in: Melb, Perth, Syd Sth, Syd Nth & Bris

PHARMACY ALLIANCE  
Freedom to choose

## UK pharmacist fined

A PHARMACIST in Great Britain has received the dubious honour of being the first to be prosecuted under new regulations governing practising while banned.

Mark Taylor was taken to court by the General Pharmaceutical Council - which was officially formed as the new governing body for pharmacy in the UK in 2010 - after being found to be working while under a suspension.

The committee had previously banned the pharmacist after he was accused of accessing controlled drugs in a London dispensary while off duty, as well as abusing a female colleague.

Taylor did not appear at the hearing and was found guilty in his absence, with the committee saying he had shown a "flagrant disregard for the reputation of the profession".

But shortly thereafter he was discovered during a routine audit to be working at another pharmacy and was taken to court for breaching his suspension.

Last week he was fined £1750 plus court costs and now remains suspended from the register.

## Doctors to use identifiers

THE developer of one of the most widely used software packages for Australian doctors has announced the integration of Health Identifiers which will see the system comply with the National eHealth strategy.

Health Communication Network - which also provides the AusDI Advanced online reference system for pharmacists - says the three key components will see the Health Identifiers introduced in Medical Director and PracSoft, while Clinical Document Architecture handling has been added to discharge summaries and specialist letters in Medical Director.

"This is a strong indicator of HCN's commitment to the National eHealth strategy with regard to improving clinical outcomes at the point of care," the company said.

The move means that more than 5700 medical practices across the country can now start using Health Identifiers.

Increasing use of the numbering system will "have a profoundly positive effect on reducing the incidence of misidentification which today is a major cause of

medical misadventure," said HCN ceo John Frost.

"Further, as the acute sector increasingly adopts the use of CDA discharge summaries our GP and specialist doctor customers will finally receive one of the most frequently requested benefits of eHealth," Frost added.

He said the integration of the Health Identifiers into HCN software was a "big win for the National eHealth Transition Authority...in driving the National eHealth strategy to fruition".

## J&J \$158m settlement

JOHNSON & Johnson has paid US\$158m to settle claims that its Janssen subsidiary in the USA defrauded a healthcare program in Texas, involving "illegal marketing and kickbacks" to boost sales of anti-psychotic drug Risperdal

## Hand Held health

HEALTHPOINT Technologies is offering a Healthpoint iPad app complete with an easy to manage "glove" which enables pharmacists and pharmacy staff to speak to customers with easy reference to more than 3000 topics.

The Healthpoint iPad includes CMLs, risk assessments and more, with Healthpoint gm Craig Simmonds saying it enables pharmacies to "to excite customers to shop in store."

"They will always look for information - make sure it is in your pharmacy," he said.

## DISPENSARY CORNER

A NEW Facebook application has been launched which enables users to compose a post-mortem update in the event of their death.

Called 'If I Die' the app allows them to choose three Facebook friends to be 'trustees' who are responsible for certifying their departure from this mortal coil.

Once they tick the appropriate boxes, the app publishes the messages which its developers suggest could be use to leave behind a final farewell, an insult and even a long-held secret.

JAPANESE game-maker Sega has released a new urine-powered 'Toylet' console which has been designed for use in Tokyo bars - but may also encourage players to seek help for urinary issues.

Options include 'Mannekin Pis' which measures how hard users can pee against the sensor, while there's also a 'Graffiti Eraser' which allows them to remove paint by pointing their hose in different directions.

And there's also a kind of kinky multi-player version where users compete against the person who last used the urinal.

According to an official blurb "the strength of your urine streams are compared and translated into milk spraying out of your nose - if your stream is stronger your milk knocks your opponent out of the ring".

## WIN A MOOGOO PAMPER ME GIFT BOX

This week **Pharmacy Daily** is giving five lucky readers the chance to win a **MooGoo Pamper Me Gift Box**.

Each MooGoo Pamper Me Gift Box includes: Anti-Ageing Face Cream, a bottle of Milk Wash (formulated for the face but can be used all-over), a tube of Skin Milk Udder Cream, a bar of milk soap, an edible lip balm and soft toy cow.



MooGoo is a Queensland company that has helped thousands of people suffering from skin or scalp problems. MooGoo was first made when the founder adapted an udder cream used in dairy farms to help a family member with a skin problem.

MooGoo is available from selected pharmacies and health stores and also online at [www.moogoo.com.au](http://www.moogoo.com.au).

To win this great prize pack, simply be the first person to send in the correct answer to the question below.

What are the more common names for Atopic Dermatitis and Seborrheic Dermatitis?

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

LIMITED TIME ONLY.



FREE  
EXTENDED WARRANTY

 **EXTENDED WARRANTY TO 2 YEARS\***  
"Now that's peace of mind!"

 **Circulation Booster®**  
HIGH TECH HEALTH

\*Valid from 22nd January to 29th February 2012